

## REMARKS

Applicant respectfully requests reconsideration of this application as amended. Claims 1-5, 9, 12, 14-16 and 23-25 have been amended to present the claims in better form for allowance and for possible consideration on appeal. Applicant respectfully requests the Examiner to accept the proposed amendments. Claims 13, 17-22 and 26-30 have been cancelled without prejudice. No new claims have been added. Therefore, claims 1-12, 14-16 and 23-25 are presented for examination.

### 35 U.S.C. § 102 Rejection

Claims 1 and 23 stand rejected under 35 U.S.C. §102(b), as being anticipated by Palmer, U.S. Patent No. 5,905,865 ("Palmer").

Claim 1, as amended, recites:

A method comprising:

inserting a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;

detecting the trigger code while the live broadcast program is being broadcast;  
and

automatically displaying a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast.

(emphasis provided)

Palmer discloses connecting a computer to electronic addresses in sync with an audio/video broadcast and automatically accessing one-line services in response to broadcast of on-line addresses (Abstract). Palmer does not teach or reasonably suggest inserting a live broadcast-related trigger code into a live broadcast program while the live

broadcast program is being broadcast or the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program as recited by claim 1. Accordingly, Applicant respectfully requests the withdrawal of the rejection of claim 1 and its dependent claims.

Claim 23 contains limitations similar to those of claim 1. Accordingly, Applicant respectfully requests the withdrawal of the rejection of claim 23 and its dependent claims.

### **35 U.S.C. § 103 Rejection**

Claims 2, 3, 5-9, 12, 14-16 and 24 stand rejected under 35 U.S.C. §103(a), as being unpatentable over Lu, U.S. Patent Publication No. 2002/0010919 (“Lu”) in view of Palmer.

Claim 4 stands rejected under 35 U.S.C. §103(a), as being unpatentable over Lu in view of Palmer and Dunki-Jacobs, U.S. Patent No. 6,112,0553 (“Dunki-Jacobs”).

Claims 10 and 11 stand rejected under 35 U.S.C. §103(a), as being unpatentable over Lu in view of Palmer and Haitsuka, U.S. Patent Publication No. 2005/0192867 (“Haitsuka”) and Augenbraun, U.S. Patent Publication No. 2005/0149981 (“Augenbraun”).

Claim 25 stands rejected under 35 U.S.C. §103(a), as being unpatentable over Lu in view of Palmer and Dunki-Jacobs.

With regard to claims 5, 9, 12, they contain limitations similar to those of claim 1. Since neither Lu nor Palmer teach or reasonably suggest inserting a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast or the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program as recited by claims 5, 9 and 12.

Accordingly, Applicant respectfully requests the withdrawal of the rejection of claims 5, 9 and 12 and their dependent claims.

Claim 2-4, 6-8, 10-11, 14-16 and 24-25 depend from one of claims 1, 5, 9, 12 and 23 and thus include the limitations of their base claim. Accordingly, Applicant respectfully requests the withdrawal of the rejection of claims 2-4, 6-8, 10-11, 14-16 and 24-25.

### **Conclusion**

In light of the foregoing, reconsideration and allowance of the claims is hereby earnestly requested.

### **Invitation for a Telephone Interview**

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

### **Request for an Extension of Time**

Applicant respectfully petitions for an extension of time to respond to the outstanding Office Action pursuant to 37 C.F.R. § 1.136(a) should one be necessary. Please charge our Deposit Account No. 02-2666 to cover the necessary fee under 37 C.F.R. § 1.17(a) for such an extension.

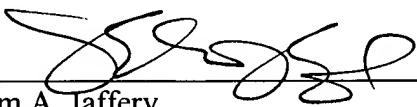
### **Charge our Deposit Account**

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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